Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

- 1. (Currently Amended) A method for providing specific subject-related advertisement on a <u>digital dise storage medium</u>, which advertisement is related to specific, image, non-advertisement content on the <u>digital dise storage medium</u>, the method comprising the steps of:
- (a) extracting and analyzing information from the image, non-advertisement content;
 - (b) categorizing the extracted information to one or more categories;
- (c) correlating the one or more categories to one or more of a plurality of advertisements; and
- (d) placing the correlated advertisement on the disc storage medium which advertisement is subsequently viewed by a user.
- 2. (Previously Presented) The method as in claim 1, wherein step (a) includes extracting either individually or in combination metadata, text, facial recognition, event, date, time or place.
- 3. (Previously Presented) The method as in claim 1, wherein step (c) includes:
- (c1) correlating the extracted information to individually or any combination of products, services, employment, or membership opportunities.
 - 4. (Cancelled)
- 5. (Previously Presented) The method as in claim 1, wherein step (a) includes extracting information related to use of an electronic device.